Buffalo Division - 60-99 cpw accounts -

(1) % of new DR accounts contacted to date 143

Total # of potential accounts = 296 stores

Remaining # to be contacted = 48%

(2) Display support?

- Overall opinion would be to have 2-4 carton temp displays - if permanent sales rep would have to monitor compliance

- If permanent - a simple 1 piece plastic display for five price brands - payment could be $15-$20 / month

(3) Competition.

- B+W & Lorillard have majority of competitive displays

- B+W in most accounts contacted with GPL + Kool

- Lorillard displays feature Newport

(4) Other Learning / Ideas -

- Accounts have asked for some type of premium item to offer consumer

- Most requests from retailers centered on equality in discounting with larger retailers

- Using a consistent value for DR. rather than different values for different brands.

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Source: https://www.industrydocuments.ucsf.edu/docs/klyy0000